

Press Release
Tokyo, September 27th, 2024

MCDcaux will host the 2024 edition of its Media Seminar focused on Out-Of-Home advertising in Japan



The graphic features the MCDcaux logo and the event title 'MEDIA SEMINAR 2024'. It includes a calendar icon for October 22nd, a location pin for Asakasa Intercity Conference Center (AICC), and a list of speakers with their photos and titles. The speakers are: Jean-Christophe (JC) Conte, CEO of VIOOH; 石井 洋 (Yoshi Ishii), Managing Director of LEON Web; 渡田 一孝 (Ikutani Ikutaku), Managing Director of LEON; 吉本 尚 (Naoki Yoshimoto), CEO of Zippu; Jean-Pierre Charrillon, Managing Director of Styl-Japan; and Clara Bodin, Managing Director of Styl-Japan. The event is moderated by Clara Bodin. The graphic also highlights three main topics: pDOOH Global, Cross-media Campaigns, and Global Brand Communication.

MCDcaux
MEDIA SEMINAR 2024

10月22日 セミナー 13:30 – 15:10
懇親会 15:10 – 17:00

赤坂インターシティ AIR 3F・4F

pDOOH グローバル 最新情報

クロスメディア キャンペーン 最新事例

グローバル ブランド コミュニケーション パネルディスカッション

Speakers:

- Jean-Christophe (JC) Conte 氏 VIOOH CEO
- 石井 洋 氏 LEON Web LEON 編集長
- 渡田 一孝 氏 LEON 編集長
- 吉本 尚 氏 Zippu モン・ジャパン株式会社 代表取締役社長
- Jean-Pierre Charrillon 氏 Styl-Japan 株式会社 代表取締役社長
- Clara Bodin 氏 Styl-Japan 株式会社 代表取締役社長

MODERATOR

MCDcaux will hold the 13th edition of its Media Seminar on October 22nd, 2024, at Asakasa Intercity Conference Center (AICC). This free in-person event, focused on Out-of-home advertising in Japan, will take place from 13:30 to 17:00. Guests will benefit from the intervention of experts and industry leaders to understand better the current challenges of the advertising market and the multiple solutions to leverage.

Registration link: <https://peatix.com/event/4117960>

When planning an advertising campaign, it can be critical to identify the right media to use and to know how to leverage each of them in the right way. Today, as advertising possibilities evolve, it is important to learn how OOH can be mixed with other advertising channels in order to deliver a successful campaign. Moreover, new trends and tools continue to emerge with the ability to provide unique types of experience to consumers. Through the speakers' presentations, this event will present best practices and case studies on innovative ways to address a targeted audience and on how to use the brands' environment to lead to action.

This professional gathering represents an opportunity to learn more about the evolving advertising market from different angles and for different types of audience.

- **For B2B and B2C companies** to learn how to realize successful campaigns
- **For Advertising agencies** to acquire new knowledge and skills
- **For public organizations** to think together about urban development
- **For journalists** to gather content about outdoor advertising

ABOUT THE PROGRAM ▼

13:30 - 15:00

MCDecaux Presentation "Initiatives for 2025"

Malik Roumane, CEO MCDecaux and Inotsume Yuto, Business Development General Manager

DOOH Programmatic Presentation "pDOOH Global Update"

Jean-Christophe Conti, CEO VIOOH

Introduction of cross-media campaign case studies: Combination of OOH & targeted media - luxury brands case studies

Mr. Hiroshi Ishii Editor in Chief, LEON, Web LEON, Mr. Kazuki Takeda Editor, LEON

Panel discussion with Fashion and Cosmetics Leaders: communication approach in Japan's Luxury Market

Hitoshi MIKI President & Representative Director, Regional CEO RICHEMONT, Jean-Pierre Charriton President L'Oréal Japan, Clara Bodin CEO I Style Japan, Vihag KULSHRESTHA Sales Director MCDecaux

15:15 - 17:00

Reception and Japan Six Sheet Award 2024 ceremony

Japan Six Sheet Award is a design competition organized every year by MCDecaux since 2012. There are about 700 applications to review to select the winners.

Contribution and attendance of:

- The Jury: Shobun Nakashima, Kaoru Kasai, Atsuki Kikuchi, Rika Eguchi, Mika Kunii
- The winners whose creations will be displayed
- Sponsor companies to celebrate together:



ABOUT REGISTRATION AND VENUE ▼

- Free registration and on-site seminar
- Please register before October 11th at <https://peatix.com/event/4117960>
- As seats are limited, applications will close once capacity is reached
- Please bring your QR code and two business cards with you on the day of the seminar
- If you are attending with multiple people, please apply for each person separately using an email address for each.
- 1-8-1 Akasaka, Minato-ku, Tokyo 107-0052, Akasaka Intercity Air 3F / 4F

More information: <https://www.mcdecaux.co.jp/mcdecaux-media-seminar>

About MCDecaux:

MCDecaux is the Japanese subsidiary of the number one outdoor advertising company worldwide, JCDecaux. (JCDecaux: 85%; Mitsubishi Corporation: 15%). Founded in 2000, the company offers to its customers a network of street advertising displays in 43 cities including top 20 (CityScape™), in more than 140 shopping malls (MallScape®) and in Kansai airports, as well as self-service bicycles. MCDecaux proposes a range of premium services like design recommendations, campaign simulation, insights or personalized data reports. The company also provides unique solutions to public organizations with high-end urban furniture designed to fit into their urban environment and improve living spaces for citizens.

www.mcdecaux.co.jp/en

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